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MONTANA '89er

THE OFFICIAL NEWSLETTER OF THE
MONTANA CENTENNIAL COMMISSION AND OFFICE

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photograph by Third Eye Photo-Graphics

"Montana, Montana, Glory of the West"— Governor Stan Stephens directs the crowd in singing "Montana" during the Centennial celebration November 8 in front of the state capitol. Notice the audience looking up at the jets flying over. Included in the picture are former Governors, Ted Schwinden, Tom Judge, and Tim Babcock, former U.S. Senator and Ambassador to Japan, Mike Mansfield, Lt. Governor and Chairman of the Centennial Commission, Allen Kolstad, former Lt. Governor and chairman of the Centennial Commission, Gordon McOmber, members of the Helena High School Band, and members of the Centennial Commission. It was a grand and glorious moment for Montana.

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CENTENNIAL DAY NOVEMBER 8, 1989

At 10:40 a.m. Wednesday, November 8, Governor Stan Stephens rang the 600-pound Centennial Bell before a large crowd in front of the State capitol, to officially observe the exact moment Montana became the 41st state in 1889. Stephens also started the bell ringing ceremony across the state as churches, groups, individuals, schools and others joined in the joyous occasion. It was a fitting climax to a wonderful Centennial year for all of Montana.

Before the bell ringing had ended, a 100-gun salute by four cannons noisily proclaimed the occasion, while overhead a jet fighter fly-over added to the merriment of the crowd. Montanans were celebrating at their best.

The jubilant governor directed the crowd in the singing of "Montana." The first lady, Mrs. Ann Stephens and Iva Kolstad cut and served the large cake as the festivities continued.

Centennial Director, Leo Ellingson opened the celebration by introducing Ambassador to Japan and former U.S. Senator, Mike Mansfield. The Grand Street Theatre group gave a re-enactment of the statehood transmittal

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VOL. 5 NO. 1 JANUARY 1990

FROM THE CHAIRMAN

This really is the last issue of the *Montana '89er*. At one time we thought the October issue would be the last issue, but there was so much demand for a follow-up edition that we drafted our editor back to put out just one more.

To say the Centennial was an overwhelming success, would be an understatement. One lady at the Centennial Ball described it as the most elegant affair ever held in Montana, and nobody present disagreed with her. Many such compliments have been heard, not only about the Ball, but also about the many, many successful Centennial events in our beautiful state.

Truly the people of Montana can be thankful to Almighty God for our great heritage, and I believe an increasing number of Montanans are thankful. This was demonstrated when an estimated 1400 congregations in Montana observed the Centennial Montana Religious Heritage Days, November 1–8.

It is even more gratifying to me to realize that the Centennial was self-supporting. Although the legislature appropriated $50,000 for the Centennial, we never had to use one penny of that appropriation. Royalties from sanctioned Centennial products, plus generous donations to the Centennial, covered all of the costs, and we believe there will be a surplus to go into the state general fund when we are through. That's the free enterprise system at its best.

Allen C. Kolstad

Lt. Gov. Allen Kolstad
Chairman, Centennial Commission

Montana Centennial Tree Program

For many Montanans the Centennial was a celebration of our state's 100th birthday. But Walt Anderson, a retired state and local government official, felt it should be more. So Anderson enlisted a group of Helenans, including his son Bob, to leave a lasting Centennial legacy by planting trees.

The idea is a timely one. Last year's harsh winter splashed many hillsides with red, reminding us not only of the many benefits that trees provide, but also of the fragile nature of our forest friends.

Early Montana citizens and community leaders planted trees to beautify our arid valleys, to provide habitat for birds and other wildlife, to moderate our harsh climate, to hold soil in place, to preserve clean water, and to give us places to relax and play. Now, many decades later, our urban forests are getting old. We must replace these trees that we have taken for granted all our lives.

According to Bob Anderson, a natural resources consultant and chairman of the statewide steering committee, the goal is to plant 10 million trees in the next decade. The first was planted by President George Bush when he visited Helena in September.

The first statewide meeting of tree lovers was held November 7, 1989, the day before the state's birthday. Fifty people from all over Montana attended a day-long gathering to share information, to establish avenues of communication, and to discuss the creation of a statewide organization. In attendance were representatives of local, state and federal government agencies, business and industry groups, conservation organizations, and ordinary citizens.

A consensus emerged from the meeting—the best way to achieve the 10 million-tree goal will be to assist local organizations and, where they do not now exist, stimulate their creation.

The group has already logged its first success. *Growing Friends of Helena* has sprung to life with the energy provided by the statewide committee. Key is the support of the local newspaper, the *Independent Record*.

The statewide committee now faces the task of formalizing an organizational structure and recruiting a board of directors from across the state. The group is riding the crest of this year's wave of popularity of global conservation. Earth Day, scheduled for April 22nd and Arbor Day, April 27th, will provide the focus for tree-planting activities across the state. Another goal for this year is the production of a practical handbook which will explain the technical aspects of tree selection, planting and care as well as the nuts and bolts of organizing local tree groups.

Said President Bush in Helena: "Every tree is a compact between generations."

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The monthly Eighty-Niner presents news and views in celebration of the 100th anniversary of Montana's statehood in 1989. For information call 444-1989.

P.O. BOX 1989, CAPITOL STATION, HELENA, MT 59620

Governor Stan Stephens rings the 600-pound bell at exactly 10:40 a.m., November 8, the moment Montana became a state 100 years ago. As he rang the bell, pandemonium broke out in the large, jubilant crowd assembled for the occasion. The bell was donated by the Elmer Bliss family of Pondera County.

Norma Ashby, coordinator of the state-wide Bell Ringing Project, wore a big smile as she celebrated the exact minute of the state Centennial, 10:40 a.m., November 8, 1989.

Former Governor Ted Schwinden, and Ambassador to Japan and former U.S. Senator Mike Mansfield at the Bell Ringing Ceremony.

CENTENNIAL DAY

continued

before Governor Stephens addressed the crowd, as did Lt. Gov. and Centennial Chairman, Allen Kolstad.

A commemorative legislative session was held in the House Chambers, and visitors roamed the gayly decorated Capitol.

In the afternoon, Lt. Gov. Kolstad conducted the Centennial spin at the Montana Lottery headquarters.

That evening at the Governor's mansion, Gov. Stephens and his wife Ann, hosted a pre-Centennial Ball reception. Former Gov. Ted Schwinden, wearing a top hat and tuxedo, welcomed guests at a party at the Original Governor's Mansion. More than 200 people jammed the Old Territorial Governor's Mansion at a pre-Centennial Ball party, hosted by former Gov. Tim Babcock, his wife Betty and Lt. Gov. Allen Kolstad and his wife Iva. The Babcocks own the three-story red brick mansion, home to territorial governor, Samuel T. Hauser from 1885–1887. The Kolstads rent the mansion from the Babcocks. Former Gov. Tom Judge entertained guests at the Wilbur Fisk Sanders Mansion.

Following the numerous receptions, the Centennial fireworks display shot above the capitol from Sugarloaf Hill. The rapid fire explosions of orange, blue and white awed an impromptu crowd of 350 waiting to enter the capitol's south entrance. As the fireworks streamed overhead, the crowd burst into spontaneous applause. Many others watched the display from their cars, which filled the parking lots.

Before the fireworks ended, trumpets, saxophones and trombones of the Helena Big Band began playing, and the Centennial Ball was underway. The well-dressed crowd had its choice of seven different musical groups. There was music and entertainment for everyone; from dancing to the Helena Big Band on the Rotunda floor or Montana Country Comfort in the Old Law Library, to a variety show by Miss Montana and her court in the Old Supreme Court Chambers, the Dillon Junior Fiddlers and the Montana Chorale in the Sen-

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CENTENNIAL DAY

continued

ate Chambers, the Western Harmonies show in the House Chambers, and the Red Lodge Chamber Players in the Governor's Reception Room. And yes, there was even ragtime piano music in an old-fashioned ice cream parlor on the first floor.

Throughout the evening, people purchased 13,500 refreshments at one of the three major bars and paid with "In Montana We Trust" Centennial script. Over 500 bottles of champagne and 5000 glasses were distributed in time for Gov. Stephens to lead a toast as Montana entered its second century.

Finally, there was an undefinable magic in the air! Everybody in attendance seemed to be playing Cinderella for an evening. The ladies wore elegant period gowns and were escorted by men in vintage tuxedos. Others wore original cavalry dress uniforms, cowboy finery, mountain man buckskins, Indian ceremony dress, and even formal Chinese and Japanese costumes—perhaps just like it would have been 100 years ago.

There was a genuine comaraderie that people radiated as they visited with friends, neighbors and strangers who all had one thing in common: they are all very proud of who and what they are and have a deep appreciation of the struggle their ancestors endured to bring us to this point in history. Yes, we are Montanans.

Just part of the nearly 5,000 people who crowded the state capitol for the Centennial Ball. It has been described as the most elegant affair ever held in Montana.

Governor Stan Stephens, Lt. Gov. Allen Kolstad and former Governor Tim Babcock at the Bell Ringing Ceremony in front of the capitol.

Former Governor Tom Judge also took part in the Bell Ringing Ceremonies.

The Montana Centennial Band Salutes the Bicentennial of the French Revolution

On July 1, 1989, 73 students from 36 Montana communities, many with a population of less than 500, met to begin rehearsals and become the Montana Centennial Band. Their goal: to become the best musical group possible during three intense days of rehearsal in preparation for 8 concerts and two parades in three weeks while visiting seven foreign countries! The result: the band performed for thousands of people in Paris as a part of "An American Musical Salute to France" in festivities leading up to the 200th anniversary of Bastille Day and the beginning of the French Revolution. After the Paris activities they gave outdoor concerts in Germany and Switzerland, visited Austria, Belgium and the Netherlands, and then returned home just eight hours before they were to lead the official Montana Centennial Parade through the streets of Great Falls.

What an adventure for high school musicians from a state with less than a third of the population of the city of Paris, to march through throngs of Parisians to City Hall and perform a short outdoor concert for the Mayor of Paris, the U. S. Ambassador to France and several other dignitaries. The romance of the setting was lost in a downpour as an afternoon thunderstorm soaked the participating American bands. But the Parisian audience simply popped up their umbrellas and continued to yell "bravo" as six bands, The Montana Youth Choir, and a drill team brought a unique vignette of American culture to residents of a city that was once the cultural center of the western world. The curiosity of the Parisians always assured a crowd, especially when the band members stepped off the busses clad in western shirts and ties, blue jeans, and cowboy hats. Even the rehearsal on the day prior to the concert was witnessed by a crowd of several thousand who pushed into the square at the Hotel DeVille.

After a free day in Paris, interrupted only by a garden party given for the American bands by the wife of the French Prime Minister at her residence, the 80-member entourage left for the German-speaking countries, sightseeing in the Black Forest, the Swiss Alps, historic Salzburg and Mozart's home; cruising a scenic portion of the Rhine, and performing concerts in Freiburg, Lucerne, and Heidelberg. Then, after two days in the Netherlands and Belgium, it was back to Paris for the return to Montana. Just eight hours before the Montana Centennial Parade, the band arrived in Great Falls.

Probably the only thing that matched the sound of the Montana Centennial Band as it led the 2 1/2 hour parade the next day was the pride that emanated from the entire group. It was clear that the gift of making music together and sharing it with people of different cultures had become the greatest reward of an absolutely fantastic experience.

The idea for the Centennial Band was born in 1963 as Montana prepared for its Territorial Centennial. Two men, Roger Heath of Great Falls (later, Purdue University) and James Tibbs of Missoula (later, music supervisor for the Fairfax County, Virginia School System) organized a similar band and took it to the 1964 Tournament of Roses Parade, and to Washington, D.C. With the invitation for one band from each state to participate in the French Bicentennial salute, the concept of a statehood centennial band seemed appropriate. Dennis Granlie, a high school director from Great Falls, and his music supervisor, Bill Larson, together with Dr. Thomas Cook of the University of Montana, began planning. Planning and recruitment started over a year before the actual formation of the band. With help from the Yamaha Corporation and Nicholls Music Centre, a local music store, percussion and other marching band instruments were secured. The Montana Centennial Commission licensed the group as the official Centennial Band, and the Montana Bandmasters Association gave the project its unanimous approval. One of the few projects exclusively for the benefit of youth in a myriad of Centennial activities, the Montana Centennial Band is a shining example of how our young people can share in the state pride, and put Montana on the map—even in Europe!

FROM THE DIRECTOR

Serving as Montana's Centennial Director was a real honor for me and I want to take this opportunity to thank the people of Montana who worked so hard to see the Centennial become the success it was.

Special thanks go to the Centennial Commission, Lt. Gov. Allen Kolstad, all the Centennial Staff who worked so hard and did the best job they could.

Everyone I worked with put out a great effort for Montana's birthday and I will always treasure the memories of the wonderful events that took place during the year of 1989.

God bless all of you.

Leo Ellingson
Centennial Director

Columbia Falls High School Pageant Wins Prize

"Echoes of the Past" has won one of nine "A-plus for Excellence in Education " awards from the National Education Association. The production was a Centennial presentation of Columbia Falls High School.

The tribute to the state Centennial featured music, art and costumed sketches of memorable scenes from Montana history. The pageant, which toured the state last spring, was written by former Montana Teacher of the Year, Mary Sheehy Moe of Columbia Falls. The pageant combined drama, journalism, speech, music, art, industrial arts, and home economics.

MESSAGE FROM THE GOVERNOR

It was a great celebration! Thank you, Montanans, for working so hard to make 1989 such a wonderful year.

I felt extremely fortunate and honored to serve as your Centennial governor. My feelings for Montana and Montanans grew with every community celebration I took part in. Your enthusiasm for our state filled me with even greater inspiration to continue working to make Montana a better place to live, work and play.

The highlight for me, as with many of you, was the Centennial Day ceremony in front of the State Capitol Building. The excitement of the day was reflected in the faces of the many children gathered around the Centennial Bell as it sounded the greeting to Montana's second century.

It is those children who will carry on Montana's legacy. Let us hope they, and children yet unborn, will glance back on our efforts to improve the state and say, "Thank you for making the Big Sky Country what it is today."

I have every confidence that the 90s will be good years for Montana. The many talents of our people, the wealth of our resources, and the beauty of our landscape position us well for actively participating in the global economy.

Let's make Montana's second century even more memorable than the first.

Good luck in the new year. God bless.

Sincerely,

Stan Stephens
Governor

The 1st Montana Light Artillery, Battery A and one of four cannons used for the 100-gun salute to the Montana Centennial

It's A Wrap

There were 1,068 Centennial sanctions issued by the Montana Centennial office, but the total is misleading. Many sanctions were awarded for just one event, while others were issued to communities, and many events were conducted under the one sanction. There were 20 events and projects conducted under one such sanction.

There were numerous celebrations and parades held throughout the state. Historical plays and pageants were widespread. There were caravans, trips, bike rides, boat trips, wagon trains, hikes, fly-overs, marathons, antique vehicle trips, and more. All of these were conducted in the name of the Centennial.

There were museums built and dedicated, statues erected, history books written, pageants and plays presented, worthy causes advanced, trees planted, senior citizens honored, monuments moved, buildings renovated, a ferry boat revitalized, an opera written and presented, trails blazed, and many more worthwhile projects conducted, all in the name of the Centennial. Many congregations observed a religious heritage day.

There was a huge cattle drive, sheep drive, swine drive, and even a snake drive was suggested. There was even a visit by the President of the United States, George Bush, and also a very successful Centennial visit by Willard Scott, NBC's famous weather man.

In addition to the famous Centennial ball in the state capitol, there were many other Centennial balls held throughout the state, and people attended in period costumes.

No doubt about it, Montana put its best foot forward for the Centennial, and proved that Montanans just love their state and love to celebrate.

NURSES FOCUS ON HISTORY TO HONOR MONTANA'S CENTENNIAL YEAR

Climaxing a year of special activities designed to celebrate Montana's 100th birthday was the annual convention banquet of the Montana Nurses Association. Meeting at Fairmont Hot Springs, October 3–6, 1989, nurses donned vintage clothing, recited the Florence Nightingale pledge by candlelight and competed for auction items to raise money for a forthcoming history.

For continuing education credits, nurses attended a history forum during the convention to listen to the recorded voice of Florence Nightingale, to review a video tape about the history of American nursing, and to compare the current status of professional nursing with the past.

Sentimental Women Need Not Apply, the title of the video tape, charts the development of nursing from a 19th century domestic chore to a 20th century profession. The video had been shown on public television in May 1989, to celebrate National Nurses Week and was made available to nurses across the state by the special MNA Centennial Committee in conjunction with MNA's Committee on History of Nursing. A group of nurse writers have joined with MNA's Committee on History to update the publication *History of Nursing in Montana*, published by MNA in 1962. Data for the history has been solicited from nurses across the state and includes written records as well as oral histories which document significant changes over the past 27 years in nursing practice and education.

A major achievement of MNA during the past year was the creation of two endowment funds within the Montana Community Foundation. One fund will be used for research and educational projects with the other designated for nursing history and to finance appropriate literary projects. A statewide campaign is planned by MNA for 1990 to promote tax deductible contributions to the funds.

Montana Nurses Association at their annual convention banquet, celebrating Montana's Centennial year.

WAGONS HO!

There are at least three video tapes available of the Great Montana Centennial Wagon Train. Each video is about one hour in length.

One tape entitled "Wagons Ho" tells of the Bitterroot Valley Centennial Train traveling from Stevensville, the first settlement in the state of Montana, across one hundred and fifty mountainous miles to Bannack, the first territorial capital. Taste the flavor of the old west as you follow the path of this Centennial pilgrimage through the Rocky Mountains of western Montana. Write Bitterroot Valley Public Television, P.O. Box 588, Hamilton, MT 59840.

The second tape is entitled "The Montana Centennial Wagon Train, 1889–1989." It shows the train traveling from Bannack to Helena. In addition to spectacular shots of the wagons going up and down steep grades, where there was no trail, the tape has interviews of the people who took part in the adventure. It may be obtained by writing Grizzly Video Productions, P.O. Box 580, Ennis, MT 59729

The third tape covers the entire trip. It is narrated by Wayne Tichenor, and his wife, Carol. The videography is by Franklin Jorgenson and Milt Hovde. It can be purchased from Video Productions, P.O. Box 117, Galata, MT 59444, or call 432-2500. Video Productions also has a tape of the Centennial Day and Centennial Ball celebrations.

Unless you have travelled in a wagon train, you have to see these videos to really understand even a small portion of the life-style of these rugged individuals. This was not soft living, but the people who took part refused to call it a hardship. Instead they referred to it as a vacation, an experience of a lifetime. One man said, "No phones, no television, just a good time with the people who like the same things you do."

It is especially interesting to watch the wheels of the wagons as they covered rugged terrain. They tilt until the viewer is absolutely certain the wheels are going to break and according to reports, it seems a few did break, and had to be repaired.

The wagon train left Stevensville May 27 and arrived in Helena July 4.

The Voyage of the *Centennial Messenger*: A Multi-State Endeavor

A six-state centennial project, begun in 1985, ended August 6, 1989 in St. Louis, Missouri when Captain Allen Maybee delivered a 100-pound pack of valuable beaver pelts. The project called for one year of trapping beaver pelts and then a 350-mile overland trek with horses, followed by a 2,600-mile voyage down the Big Wind, Big Horn, Yellowstone, Missouri, and Misssissippi rivers, from the Henry's Fork of the Green River in Wyoming to St. Louis, Missouri.

Gen. William Henry Ashley is called the father of the American West because he and his group of rugged adventurers established two sides to the Rocky Mountains. They were the first whites over the South Pass of the Continental Divide, the first to find the great Salt Lake, and the first to go overland all the way to California.

It was felt that the six state centennial celebrations would not be complete unless Gen. Ashley was recognized for his valuable contributions. Therefore, a group of determined folks joined forces to make this ambitious project a success. During the bitter cold winter months of December, January and February of 1987 and 1988, the group fought waist deep snow, gale force winds, and stinging cold water to secure 100 pounds of valuable fur. The beaver pelts were taken from the lower Wind River at the request of local ranchers. There were no beaver in the lower Wind River in the past because of the lack of habitat. Now that ranchers are using flood irrigation, trees and brush have appeared making it possible for beavers to thrive. These beaver are so numerous that they are being very destructive.

On June 5, 1988 thirteen mountain men and women loaded the 100 pounds of beaver skins onto pack horses at the Henry's Fork of the Green River in southwest Wyoming. Following Ashley's route the group, along with 23 powerful mountain horses, arrived at the confluence of the Big and Little Wind River on June 18, 1988 after 13 days of very difficult travel. The city of Riverton, Wyoming turned out in force to welcome the riders and held a parade to celebrate the event.

The following year, Saturday May 27, 1989 the furs were loaded into a 27-foot voyaguer canoe at the confluence of the Big and Little Wind River. With a crowd of over 1,200 people on hand, the crew consisting of 4 men and 2 women began their 2,600-mile voyage to St. Louis. Following the Big Wind, Big Horn, Yellowstone, Missouri and Mississippi rivers, the crew arrived at St. Louis on August 6, 1989 at 6:02 pm after 72 days.

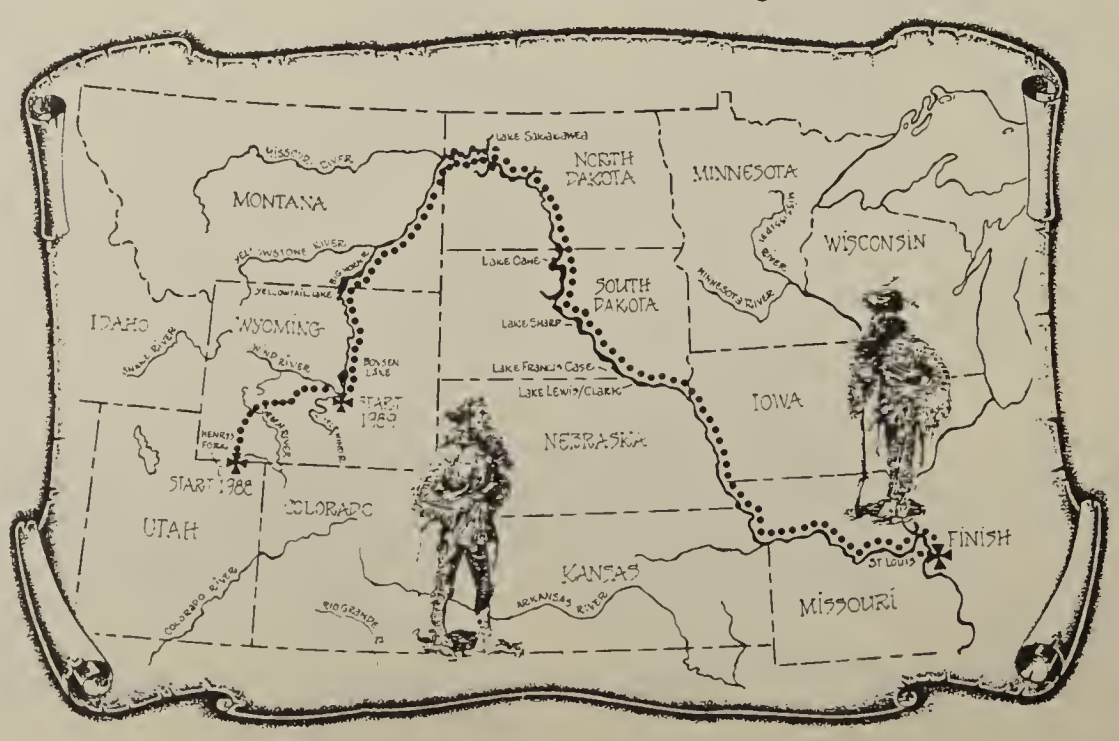
The voyage to St. Louis was extremely long and difficult. They crossed over 800 miles of flat water, portaged around 7 major dams and 12 lesser diversion dams. They navigated narrow mountain streams made treacherous by white water. They navigated the difficult head waters of 7 huge lakes that seemed almost impassible because of low water. They successfully navigated the lower Missouri, the fastest navigable river in the world. Originally they had promised to arrive in St. Louis at 6:00 pm on August 6th. They actually arrived at 6:02 pm only 2 minutes late. The good folks of St. Louis did not let the tardiness dampen their enthusiasm, however. There was a grand celebration recognizing this special crew for having successfully followed the route of Ashley. The last time that was accomplished was in 1825.

The travelers carried with them the state and centennial flags of Idaho, Montana, North Dakota, South Dakota, Wyoming, and Washington . The flags were flown August 5th beside the first state capitol of Missouri. Today the flags are in the Fremont County, Wyoming Museum next to the voyaguer cruiser canoe.

Besides the beaver skins they carried a proclamation signed by the mayors of all the cities they passed through. Beginning in McKinnon, Wyoming near the Henry's Fork of the Green River, and ending with the signature of the mayor of St. Louis, the proclamation was faithfully carried and protected.

The Voyage of

The Centennial Messenger



THE MONTANA CENTENNIAL FLOAT

Mark Copenhaver, Community Affairs Coordinator and Montana Centennial Float Coordinator, drove over 20,000 miles to participate in Centennial parades and festivities in various communities throughout Montana. The Montana Statehood Centennial Float also participated in parades in Swift Current, Saskatchewan and Lethbridge, Alberta where it received a tremendous welcome, as it did throughout Montana. Neither rain, nor snow, nor dark of night could keep the float from making its scheduled appearances, bringing enjoyment wherever it traveled.

The float was constructed by Bob Peterson of Brady. The decorations were made by 6th, 7th, and 8th graders at Utterback Middle School. These students dedicated over 3000 hours to applying the 45 yards of carpet to depict Montana's history and the Centennial logo.

VIRGINIA CITY PRESERVATION

The Montana Militia for many years maintained an arsenal at Virginia City. That armament included a 12-pound mountain howitzer cannon. The cannon was displayed on the lawn at the Thompson-Hickman Museum for many years and as a result the wooden carriage had almost rotted away. The Vigilance Club, a local historic preservation group, decided to restore the cannon as a centennial project. After restoration the cannon will be on permanent display at the Museum in Virginia City. Anyone wishing to help with the cost of renovation can write P.O. Box 61, Virginia City, MT 59755.

The second project is a fundraiser to help with historic restoration and preservation efforts in Virginia City. A painting entitled "Vigilance" was commissioned by the Vigilance Club. The artist, Cliff Cheek of McAllister, Montana, has done many fine western scenes and his work has been reproduced in a limited edition of 500 signed and numbered prints. The print is a beautiful work featuring the Vigilante Barn in Virginia City. This old livery barn is believed to have been the meeting place of the vigilantes. The prints are 20" x 30" and sell for $50, with all proceeds going to the historic preservation efforts in Virginia City. For more information, write P.O. Box 61, Virginia, City, MT 59755.

The Vigilance Club is selling prints of the above painting with proceeds going to the historic preservation efforts in Virginia City.

The arrival of the Centennial Messenger in St. Louis. Crew Captain Allan Maybee presents a Sioux parflech to Gary Easton, Superintendent of the Jefferson Expansion Arch National Park. The parflech contains many artifacts from the numerous historic forts that the crew visited en route. All of the artifacts were donated to the crew to be delivered to St. Louis for display at the arch.

Left to right: Rita Healey, Montana; Roger Melton, Wyoming, Federal Park Ranger; Gary Easton, Superintendent; Allan Maybee, Idaho; Bill Sayer, Washington; and Wayne Montgomery, North Dakota.

A REVIEW OF THE CENTENNIAL EFFORT

Senate Joint Resolution Starts Planning Efforts

SJR 21 passed by the 1983 Legislature officially recognized Montana's Statehood Centennial in 1989 and requested that recommendations be made during the 1985 legislative session on the administration of Centennial activities. The text of that resolution follows:

WHEREAS, the great State of Montana will celebrate the 100th anniversary of her admission to statehood on November 8, 1989, and such an occasion merits a commemoration befitting the grandeur of her plains, the majesty of her mountains, and the heartiness of her people; and

WHEREAS, the rare event of statehood centennial offers unparalleled opportunities for educational, cultural, recreational, and promotional activities for residents of the State and its visitors; and

WHEREAS, many Montana communities and associations are celebrating their 100th birthdays in the years surrounding the statehood centennial year; and

WHEREAS, several other states in the region are planning for their statehood centennials in 1989 and 1990, and at least two neighboring Canadian provinces will serve as hosts to events of international significance during the decade of the eighties; and

WHEREAS, some citizens and selected state agencies have suggested that planning should capitalize on any complementary activities that may precede or follow Montana's statehood centennial year of 1989; and

WHEREAS, a centennial naturally invites reflections on the past and can be used to focus public attention on not only a future of choices, but a choice of futures; and

WHEREAS, appropriate actions in conjunction with a multiyear centennial celebration will require early planning, extensive citizen participation, and the investment of substantial energy and financial support from a variety of sources.

NOW, THEREFORE BE IT RESOLVED BY THE SENATE AND THE HOUSE OF REPRESENTATIVES OF THE STATE OF MONTANA:

That the Governor, using available resources and resourcefulness, is urged to pursue regional and interagency coordination and to involve citizens who are willing to assist on a volunteer basis in identifying possible opportunities and options relating to centennial planning.

BE IT FURTHER RESOLVED, that the Governor is requested to make recommendations resulting from the above activities to the 49th Legislature to initiate and guide formal centennial activities.

Governor Names Lieutenant Governor as Coordinator

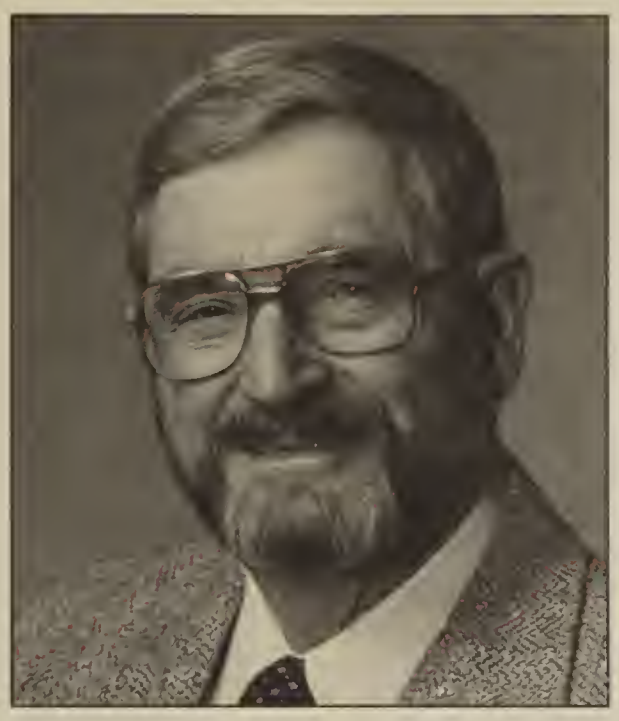
Shortly after the 1983 legislative session adjourned, Governor Ted Schwinden designated Lieutenant Governor George Turman to coordinate the Administrations' response to SJR21. That coordination focuses in three major areas: volunteer citizen involvement, interagency cooperation and regional communication. Lieutenant Governor Turman is assisted in the Centennial-related work by staff members Cheryl Hutchinson and Cebe Sobonya. Additionally, several state agency representatives have lent their advice and enthusiasm to the pre-planning work: David Nelson of the Montana Arts Council; State Librarian Sara Parker; Lee Heiman of the Legislative Council; Robert Archibald, Bev Harriott and Jennifer Jeffries-Thompson of the Historical Society; John Wilson of Commerce's Montana Promotion Division, Bob Anderson, Ed Eschler and Janet Athwol of the Office of Public Instruction; Marilyn Wessel representing the Montana University System; Ron Aasheim from Fish, Wildlife and Parks; and Larry Majerus from Justice's Motor Vehicle Division. Although not a state agency, the Montana Committee for the Humanities had been actively involved through Margaret Kingsland and Jerry Fetz.

"Eighty-Niners" Created

One of the first acts of Lt. Gov. Turman when given the Centennial assignment was to create "The Eighty-Niners" and to invite any volunteer to join. Through mailings, not meetings, the "Eighty-Niners" are helping to identify the opportunities and options for legislative consideration. Individuals, schools, communities, organizations and others are welcome to become members.

A REVIEW OF THE CENTENNIAL EFFORT

George Turman was chairman of the Centennial when the plans were started in November 1984 until January 1988. There was only a glowing ember of interest at this time.



Gordon McOmber was chairman of the Centennial from January 1988 until January 1989. Programs were adopted and plans were made as momentum was gathering and enthusiasm was growing.

Allen Kolstad became chairman of the Centennial for the big year, 1989. By this time, public interest and participation were tremendous.

Looking over Lt. Gov. Turman's shoulder at the "Centennial Sampler" following the opening of the Centennial Office in the Capitol are, left to right: Barbara Harris, Centennial Office Administrative Assistant; Cheryl Hutchinson, Centennial Coordinator; Dee Rosco, of the Billings AT&T Community Relations Team; Becky Plaggemeyer, Helena AT&T; and Earl Johnson, representing the First Bank System. The First Bank system presented a check for $13,000 and Billings AT&T pledged $1,000 a year to the Centennial effort. (Photo by Gene Fisher, Helena Independent Record.*)*

A Flood of Memories

by Cheryl S. Hutchinson

A flood of memories was released when Irv Hutchison telephoned in early 1990 to say he was working on a wrap-up issue of *The Eighty-Niner* newsletter, and asked if would write an article on the early days of planing for Montana's 100th anniversary of statehood, and my term as editor of the first twelve issues of the *89er*.

This story is told from my perspective, admittedly, and other folks may have differing angles to add. It begins in 1981, during the Schwinden Administration's first year in office. As a member of the Lieutenant Governor's staff involved with local government liaison and with selected educational and cultural matters, I recall that it was from the cultural community that "centennial sounds" were first or at least most-frequently uttered.

By April of 1982, the Governor called for convening a staff group to concentrate on the potential of the centennial. Members of his immediate staff, the budget office, Historical Society, state Arts Council, the new Commerce Department's tourism bureau, and I began meeting to scope out the implications of a statewide commemoration.

The staff report concluded that management of the centennial should transcend politics, that it should have a multi-year focus, that it should highlight the future as well as the past, that no single source of money—public or private, state or local—should be relied on, and that both interagency and regional coordination would be beneficial.

Senate Joint Resolution 21, reflecting many of those ideas, was sponsored by 32 legislators and passed both chambers handily during the 1983 session. Soon thereafter, the Governor assigned responsibility for SJR 21—which called for recommendations on formal administration to be presented to the 1985 legislature—to Lt. Gov. George Turman, my boss. The Lieutenant Governor immediately expanded the staff group to include the State Library, the Legislative Council, the Office of Public Instruction, the Montana University System, Justice's Motor Vehicle Division, the Montana Committee for the Humanities, and the Department of Fish, Wildlife and Parks. With its former and new members, that task force proved to be an integral and invaluable resource.

Fortuitously, the First Bank System stepped forward in mid-1984, offering to dedicate the proceeds from a book it was selling—*Montana: a Pictorial History* by Anneke-Jan Boden—to initial centennial projects. The first installment was $5,000, with the promise of more to come. Those funds allowed us to underwrite the printing and postage costs for a certificate certifying membership in "The Eighty-Niners" and, of course, for a newsletter. We had about 250 enrollees by then, and on October 19 the first issue was published. It seemed only logical to call it, quite simply, *The Eighty-Niner*. Steve Bixby, a Carroll College student, volunteered to do the artwork for the first few issues.

Among fundraisers, the task force included a tax check-off, "selling" parcels of a Centennial Acre, and commemorative license plates. The Centennial Acre captured the Governor's imagination, so we worked closely with the Department of Fish, Wildlife and Parks to draft a bill that anticipated all of the legalities of such a program.

The fifth issue of the newsletter came out on April 26, 1985, summarizing the legal structure in place for future activities and noting that "Eighty-Niners" membership numbered more than 500 in about 90 Montana communities, several other states and one foreign country.

On August 20, 1985, Governor Schwinden released the names of the original 8 appointees to the Montana Statehood Centennial Commission, by law to be chaired by the Lieutenant Governor. We looked forward to that day to "officially open" the Centennial Office, as well. That entailed gaining space on the second floor of the Capitol adjacent to the Lieutenant Governor's suite and rounding up furnishings.

At a news conference for the office's opening, Lt. Gov. Turman announced that he had designated me as Centennial Coordinator and that Barbara Harris had been selected as Administrative Assistant. By then, an amount to cover salary for the assistant's position and basic supplies, etc., had been borrowed from one of the two funds authorized by the legislature. That day, the Lieutenant Governor also received $13,000 more from the First Bank System's book project and $1,000 from AT&T employees in Montana as part of a five-year pledge. Lt. Gov. Turman also said that Richard Roeder , a member of his staff, would be assisting with historical research.

The seventh issue of *The Eighty-Niner* was distributed on September 23, 1985, explaining that the first meeting of the Commission was scheduled for September 30-October 1, and a second one for November 7-8 (coinciding with the state's 96th anniversary of statehood). Thanks to the media, the new Commission's activities were covered extensively throughout the state. The first two meetings enjoyed front-page play locally (the first headlined an idea to sell granite left over from a Capitol-remodeling project, and the second pictured Commissioners listening attentively from behind "the bench" in the old Supreme Court Chambers).

1985 was quite a year for building momentum. In addition to all of the Helena-based activities, that summer Northern Montana College taped a panel discussion, with Lt. Gov. Turman as one of the participants, for the Cooperative Extension Service. That tape was getting a lot of mileage, circulating among district meetings of extension homemakers around the state and urging their involvement. NMC also conducted a centennial-related for-credit workshop for teachers and community organizers. I had visited with the Congressional Delegation on a trip to Washington, D.C, and we were courting a growing population of 89ers with the Montana State Society there. A full-page "profile" under the

heading: "Lighting Candles for a Big Sky Birthday" appeared in the *Missoulian* after an interview with me. Weeklies and other daily newspapers were regularly running state or locally generated features. And a special "Close-up" half-hour televised program ran on KFBB in Great Falls, with Dick Pompa interviewing Commission member Marilyn Frazier and me about the full spectrum of programs and priorities. Some early comments by Lt. Gov. Turman about the Centennial Acre program had been picked up by the press nationally, and long before we were ready we were swamped with inquiries from out-of-state about "buying inches" of Montana. The letters were a pleasure to open, since nearly everyone caught the spirit of the fun- and fund-raising project and had such nice things to say about our state. We were under considerable pressure to get the project implemented but, without a budget, it was quite a challenge. After dealing with the design of the deeds (about which many people had many opinions!), I started to work on two other aspects: issuing a Request for Proposals (RFP) for personalized processing of the deeds (which we were disinclined and ill-eqiupped to handle internally) and scrounging materials and methods for marketing. Ward Thompson Paper Company was the first to agree to supply material for a "Come on, give an inch. . ." flyer. Artcraft Printers, Dixon Paper Company and Carpenter Paper Company followed. Then we wrote to banks and associations asking for their assistance in distributing materials. We had gained the commitment of the Department of Administration that the front cover of the state telephone book, and the inside message from the Governor, would be reserved for centennial-related material through 1989.

In true Montana tradition, most everyone was willing to lend a hand with the initial Centennial Acre promotion, and the amount of donated labor, postage and ad space that came through would be almost impossible to estimate. Students at the University of Montana helped with the production of television and radio spots, and again the broadcast media gave them a lot of public service time. We conducted a statewide promotion on a "shoestring," as they say, but met our deadline of having the deeds available for purchase during the holiday gift-giving season.

As the calendar turned to 1986, a January issue of *The Eighty-Niner* carried with it guidelines for our logo design competition. I had been through other logo competitions and was not eager to "reinvent the wheel," so borrowing from the Montana Arts Council and others we tried to make the criteria as simple and straightforward as possible: artistic merit, adaptability, and relevance. The guidelines were sent to schools, campuses and arts-related organizations, and we hoped for a good return. That newsletter also included an invitation for membership on two new committees to be affiliated with the Commission, one dealing with the Lewis and Clark Trail and the other with the Bicentennial of the U.S. Constitution.

Centennial office crew, December 30, 1988: left to right: Kay Hansen, Cebe Sabonya, Carolyn Linden, Sharon Martin, Brian Patrick, Barbara Faas, and Lt. Gov. Gordon McOmber.

The tenth newsletter issue in March 1986, featured four finalists in the logo competition, selected from a total of 147 entries. The Commission was most interested in one similar to the popular "Made in Montana" symbol, and members expressed interest in slight revisions. Several newspapers ran the four final designs for their readers, asking people to send in their comments. One paper displayed a graphic dubbed "THE ALMOST LOGO," mirroring the fact that the design was close, but not quite, decided. The eventual contest winner, Len

Eckel of Len Visual Design in Helena, patiently made the changes that satisfied the Commission's concerns.

About that same time, we registered the Centennial Acre logo and could report that the Montana Association of Registered Land Surveyors (MARLS) had completed, on a volunteer basis, the surveying and "monumenting" (placement of cornerstones, etc.) of the first site. Another boost for the acre program came that spring, with Montana's princess in the nation's capital Cherry Blossom Festival presenting deeds to all other states' princesses courtesy of a donation by ASARCO to the Montana State Society. It was reported to us that the 1986 princesses had vowed to have a reunion in Montana someday, tiptoeing on the acre so that each could stake claim to her particular inch!

Summer 1986 was hardly vacation time in the Centennial Office. Working with Mountain Bell representatives, the Century Citizen Project was ready to be launched. Honoring people who would be 100 years of age or older in 1989 took some intricate advance work, and Penny Copps from Mountain Bell is to be commended for her sensitivity and creativity in that regard. Norma Ashby at KRTV in Great Falls produced television spots for the project, which had the support of the Governor's Council on Aging, among others.

The dominant distraction, however, was that people were clamoring to use the logo and to become "licensed." We had given repeated cautions that the sanctioning program was not, and would not, be in place until the next year.

Issue No. 11 of *The Eighty-Niner* was distributed on August 22, 1986. In it was a black-and-white rendition of the adopted logo, along with the warning that it was not yet available for public use. Inserted in the newsletter were six pages of proposed rules for the sanctioning program, which covered the use of the logo and several other matters.

Simultaneously, the colors for the logo were in the process of being set. Our research concluded that there were no official state colors, but Lt. Gov. Turman believed that blue had to be incorporated, for a variety of reasons. We opted to try to replicate the complementary copper-silver-gold combination, in part, to acknowledge a significant influence on the state's history. For ease of visibility and law enforcement purposes on the license plate, those colors also seemed to work. We had promised to include the logo on the new plates, but the design team was having trouble settling on its placement. In a "cut-and-paste" mood one day, I tried substituting the logo for the "O" in MONTANA and then showed it to passers-by for their reactions. It wasn't a scientific survey, but the answers were unanimously positive.

At the September meeting of the Commission in Missoula, the license plate design was "unveiled," mounted on a portable bumper. Again, the media was phenomenal in its quick coverage statewide. The price had been set at $19.89, in part as a marketing strategy to keep the date forefront in the public's mind.

Also at that September meeting, the site for Centennial Acre II was presented. Gov. and Mrs. Schwinden were willing to donate rights to a parcel between Poplar and Wolf Point, a fitting tribute to the homesteader era of Montana history. The designation received the general endorsement of the Commission. Mrs. Schwinden was especially helpful in gaining the cooperation—and signatures—of her relatives in transferring the property.

Between the September meeting and the New Year, which would see the convening of the 50th Legislative Assembly, we had to be at peak performance. Everybody scurried to get the bid for license plate production executed, to print information on plate purchasing options and make it available at County Treasurers' offices, and to produce the gift certificates (courtesy of financial support from Norwest Banks). A "granite" contract had been signed with Larry Rohde of Clancy and the Wood Products Association was contributing wood for some of those products, so we created a small brochure to go with the various chips, chunks, paperweights and pen sets that were to be produced. Along with having the Homestead Acre surveyed, we had to prepare a new descriptive sheet to go with those deeds. Commission member Marilyn Frazier and I worked with KFBB in Great Falls to produce another public service spot, this time featuring a Christmas gift box with a "Centennial Store" address from which people could order from our "inventory" (deeds, license plate gift certificates, Capitol granite, old treasury warrants) and, in so doing, contribute to the centennial celebration. The Montana Broadcasters Association provided videotapes for copies of that announcement and helped distribute them to stations around the state.

Somewhere in there, in response to a grant application I had written to the Montana Arts Council, we received notification that we could start a small project to foster advance scheduling of cultural programming during the centennial. Tourism officials had told us that cultural organizations were notoriously late in getting dates set so that they could be included in the travel industry's literature, so we engaged a contractor to give special attention to that area.

The twelfth issue of *The Eighty-Niner* was dated December 11, 1986, containing a price list and pitches for all our products. An article also noted that sanctioning applications would be available early the next year and that Commission action on them probably would not occur until late March or April. Also in that issue was an announcement of my resignation as Centennial Coordinator. I had, on November 8 of that year—the 97th anniversary of statehood, a Saturday, I believe—advised the Lieutenant Governor that I was growing weary and it was time for a change, my intention being to depart the office in December. With the sanctioning phase just beginning, it seemed as appropriate as any time for making a transition. He persuaded me, however, to stay on part-time, and we agreed I would focus my energies exclusively on implementing the sanctioning program and on continuity in regional coordination.

On January 5, 1987, I switched to the part-time position and Ron Duda began as Acting Centennial Coordinator, also on a part-time basis. Ron had a variety of ongoing issues to deal with, of course, and I imagine he will remember February 15, the date the license plates went on sale, for quite some time. I turned my attention to the construction of the sanctioning application.

At its April 3 meeting, the Commission started the sanctioning process. Some 30 applications had been received, and 18 were recommended for approval. That meeting had firearms promoters in every corner of the Governor's Reception Room, and I took precaution to notify the Capitol security guards of their arrival since each was toting prototypes. It was quite a scene. Commissioners were updated on two pieces of legislation affecting the centennial: a bill to give county treasurers a fee for processing plates, and one to extend the Office's borrowing authority into the next biennium (only about $65,000 of an available $250,000 had been borrowed to date, I think).

At the May 8 Commission meeting, more sanctioning applications were acted on and issues involving the logo lapel pins and gummed stickers were resolved. Ron Duda announced his resignation to accept a full-time position with the new Montana Lottery. My resignation would be effective in June, the sanctioning design having been accomplished and my duties for regional coordination coming to a close soon.

When I left the Centennial Office mid-1987, we had about 1,500 "Eighty-Niners" on our mailing list, and 53 of Montana's 56 counties were represented with active membership. More than 200 Century Citizens had been recognized. Nearly 10,000 license plates and almost 3,000 deeds had been sold along with some of the other "trinkets," so the cash flow picture was looking promising. The citizen Commission was well-seasoned in its responsibilities. Although not perfect, a framework for future administration was in place.

Tom Daubert joined the Centennial Office that September as the next full-time director.About three months later, Lt. Gov. Turman resigned to accept a position with the Northwest Power Planning Council, and Gordon McOmber grasped the next new challenge, that of designing a grants program, as well as expanding on all continuing program efforts. When Tom resigned and Barbara retired the next August, I sort of lost track of the various projects and players. But when the election results and the Centennial Year kick-off hit the headlines a year later, be assured I thought as strong "good luck" and "happy birthday" wishes as I could for the new Administration and for all Montanans.

Editor's Notes: Ellen Meloy succeeded Cheryl Hutchinson as editor of the 89er and served until September of 1988 when Kay Hardin Hansen became editor. She served until April of 1989 when Irvin Hutchison become editor.

This article is excerpted from Cheryl's history. Unfortunately, there wasn't space for the whole piece. However, the unedited version will be included in the Centennial archives.

Mark Copenhaver holds a Centennial glass, one of the last items to go into the Time Capsule before it is shipped to California, where each item will receive treatment to preserve it. The capsule will be sealed with nitrogen gas and returned to Montana, where it will be delivered to the Historical Society.

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Just a few of the members of the 260-piece Missoula High School Band. This band played for the visit of President George Bush September 18, and also represented Montana in the famous Pasadena Parade of Roses January 1, 1990.